I.   Summary of Office Action

       Claims 1-3, 5, 6, 8-14, 16, 17, 20-23, 25, 26, 28-
34, 36, 37, 40-43, 45-51, 53, 54, 57-61, 63, 64, 66-72, 74,
75, 78-81, 83, 84, 86-92, 94, 95, 98-101, 103-109, 111, 112,
115-119, 121, 122, 124-130, 132, 133, 136-139, 141, 142, 144-
150, 152, 153, 156-159, 161-167, 169, 170, 173 and 174 were
rejected under 35 U.S.C. § 103(a) as being obvious from
Shimada et al. U.S. Patent No. 6,396,919 (hereinafter
"Shimada") and Simon U.S. Patent No. 6,974,078 (hereinafter
"Simon").

       Claims 4, 7, 15, 18, 19, 24, 27, 35, 38, 39, 44,
52, 55, 56, 62, 65, 73, 76, 77, 82, 85, 96, 97, 102, 110,
113, 114, 120, 123, 131, 134, 135, 140, 143, 151, 154, 155,
160, 168, 171 and 172 were rejected under 35 U.S.C. § 103(a)
as being obvious from Shimada.

II.   Summary of Applicant's Reply

       Applicant has herewith amended independent claims
1, 59, and 117. The claim amendments are supported by the
application as filed and therefore do not add new matter.

       The Examiner's rejections are respectfully
traversed.

III.   Applicant's Reply

       Applicant's independent claims 1, 59, and 177, as
amended, are generally directed to methods and systems for
handling transactions. At least one available transaction is

                          38

registered, where the at least one available transaction is
associated with at least one vendor. A transaction code is
assigned to the at least one available transaction. The
transaction code is publicized with an access identifier
separately from a communication where the transaction code is
accepted. For example, the access identifier may include a
telephone number. At least one user is registered where
registering includes recording shipping information and
payment information from each user. A personal
identification code is assigned to each user. An aural
communication addressed to the access identifier and
including at least one of the personal identification code
and the transaction code are automatically accepted. The at
least one available transaction is arranged to be completed
for the at least one user, including arranging to have
payment collected based on the recorded payment information
and sending the at least one vendor a transaction order
including the recorded shipping information.

   Shimada relates to a telephone transaction support
system and is described specifically in relation to banking
transactions handled over telephones. When a customer of
Shimada's system calls the telephone transaction support
system, the customer is connected to a voice response unit
that prompts the user to execute a transaction. *See* Shimada,
col. 10, ll. 54-62. Shimada does not explicitly state where
the customer learns of the transaction codes used to execute
a transaction. It seems to imply that, similar to many other
telephone transaction systems, that voice prompts provide the
transaction codes. *Id.*

In Simon, a communication device may read a product identifier from a product label or advertisement. This identifier may then be sent over a communication link to query various databases for information related to the product. *See* Simon, Abstract and col. 4, ll. 11-39.

Neither Simon nor Shimada, alone or in combination, show or suggest a transaction code publicized with an access identifier (e.g., a telephone number). As noted in applicant's specification, transaction codes and access identifiers may be publicized in various sources, such as in newspapers, magazines, public signs, television screens or other visual presentations. The user may use these transaction codes and access identifiers to complete any suitable transaction. *See* specification, page 10, lines 5-19. The publication of these transaction codes and access identifiers, and thus the way the user learns of these transaction codes and access identifiers, are notably separate from the transaction handling process. For example, as shown in FIG. 6 of the specification, a transaction code may be publicized with an access identifier (e.g., a telephone number) in an advertisement. The user may then address an aural communication to this access identifier in order to complete a transaction. As shown in FIG. 6, the user may dial the telephone number publicized with the transaction code in order to purchase the watch shown in the advertisement. The user may also dial the same (or a different) telephone number in order to receive a catalog from the vendor associated with the watch.

Moreover, each of applicant's independent claims 1, 59, and 177 has been amended to recite that a transaction

order including recorded shipping information is sent to at
least one vendor associated with the transaction. Because
Shimada primarily contemplates banking transactions, no
shipping information is ever recorded for the customers using
Shimada's transaction support system. Because Simon is
mainly concerned with querying information from various
databases, Simon also does not need or record shipping
information from a user. As such, neither Simon nor Shimada
show or suggest applicant's claimed approach.

        For at least the foregoing reasons, applicant
submits that independent claims 1, 59 and 117 are allowable
over Shimada and Simon. Each of dependent claims 2-58, 60-
116, and 118-174 is allowable for at least the same reasons.
Applicant respectfully requests, therefore, that the
35 U.S.C. § 103(a) rejections be withdrawn.

IV.   Conclusion

        The foregoing demonstrates that claims 1-174 are
allowable. This application is therefore in condition for
allowance.

Accordingly, reconsideration and prompt allowance are respectfully requested.

Respectfully submitted,

/Brian E. Mack/

Brian E. Mack
Agent for Applicant
Registration No. 57,189
ROPES & GRAY LLP
Customer No. 1473
1211 Avenue of the Americas
New York, New York 10036-8704
Tel.: (212) 596-9000
Fax : (212) 596-9090